



Physician Recruitment

Health Communities Access Program

All Grantees Meeting

Retention

Presented by: Kar Crane, Executive Director



Recruitment

- Lead Physician
- Role of Office Managers
- Recruitment Packet (sample of packet)
- Follow-up
- Attend Medical Staff Meetings
- Meet New Physicians

Recruitment

-Lead Physician-

- Identify a physician who will advocate for your program;
- Should be well known and respected among peers;
- Put him on your board;
- Have him write letter to be included in recruitment packet;
- Article in quarterly newsletter; (sample of newsletter)

Recruitment

-Role of Office Managers-

- Office Managers are the link to the physicians;
- Educate and get the buy-in of the Office Managers;
- Make the process easy;
- Attend Office Managers meetings;
- Annual Office Managers luncheon;
- Keep Office Managers abreast of any changes;

Recruitment

-Recruitment Packet-

- Prepare Packet
- Include lead physician letter
- Commitment form
- Letter from client – testimonial
- Good Samaritan Law
- Send copy to office manager
- Give deadline for returning

Recruitment

-Follow Up-

- Fax request for follow-up to office managers;
- Have staff telephone those who do not sign-up;
- Have lead physician follow-up;
- Ask for some kind of commitment;

Recruitment

-Attend Medical Staff Meetings-

- Get on the agenda for all the monthly medical staff meetings;
- Important to recognize those participating in past;
- Thank-you
- Go over benefits of participating

Recruitment

-Meet New Physicians-

- Get on the New Physician Orientation schedule;
- Send commitment form;
- Follow-up
- Thank you note

Retention

- Benefits to Physicians
- Physician Recognition
- Neighborhood Assistance Program
- Role of Clients
- Appeal to Benevolence

Retention

-Appeal to Benevolence-

- Hippocratic oath
- Already seeing this population in their office;
- Peer pressure;

Retention

-Benefits to Physicians-

- Have long history of providing benevolent care;
- Clients will have access to medication, disease management; a wide range of hospital services; and specialty care;
- Improvement in health status of patients;
- Reduction in office visits;
- Inappropriate use of emergency room;
- Track number of commitment annually;

Retention

-Physician Recognition-

- Quarterly newspaper “Thank-you” ad; (copy of ad)
- Annual thank-you event;
- Send thank-you notes when new commitment is signed;
- Attend Medical Staff meetings;
- Quarterly newsletter;

Retention

-Neighborhood Assistance Program-
(Virginia State Tax Credit)

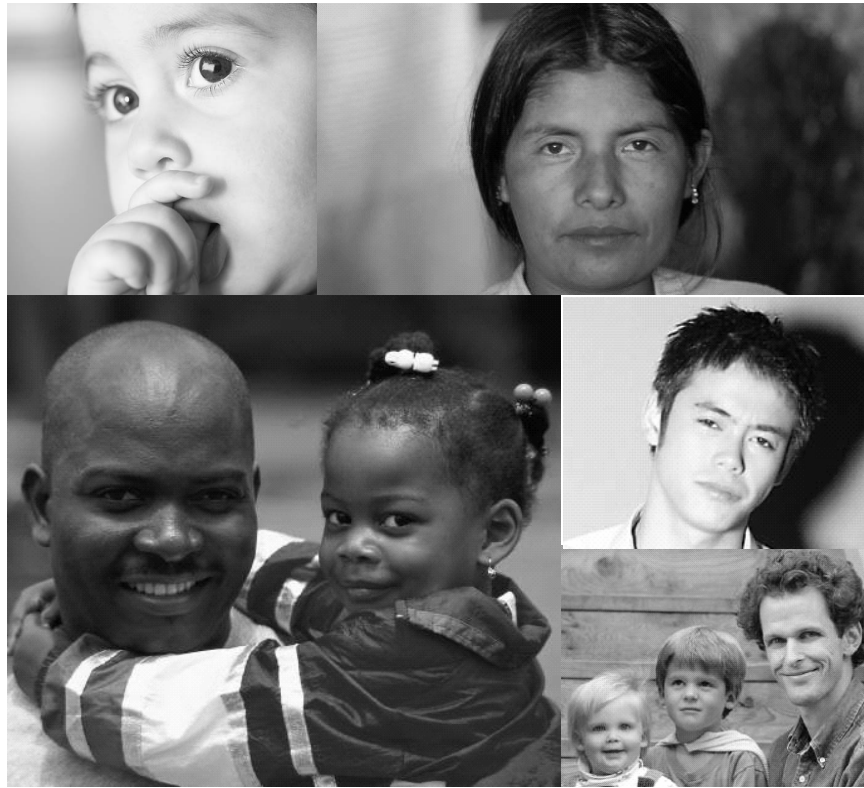
- Track value of service provided by physicians;
- Fill out NAP paperwork and send to office manager for approval;
- Send NAP paperwork to NAP for tax credit;



Retention

-Role of Clients-

- Have clients say thank you to their PCP;
- Write letters;
- Do not miss any appointments;
- Follow their Plan of Care;



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We want to reach each one.**

